WEWS

ON YOUR SIDE

Flight Dates 10/23/12-10/29/12

Order Sep 00:20:00

Order Share %

Product Estimate # 1007

Crossroads GPS. 10.23-10.29.12 Alt Order # 304829 Contract / Revision

Billing Type Cash Original Date / Revision Agency Com 15%

> Order Type **GENERAL** 07/16/12 10/26/12 Billing Contact

Billing Cycle EOM/EOC Advertiser Crossroads GPS

600 Fairmont Avenue - Suite #306 Billing Calendar BROADCAST

> Towson, MD 21204 Demographic

A35+ Agency **Mentzer Media**

Rev Codes POL **POL** ISS **Buying Contact**

Sales Office EWSDC Product Codes PL

Sales Region NAT Priority P-1 600 Fairmont Avenue - Suite #306 Advertiser Ref Agency Ref

Primary Account Executive

Towson, MD 21204

Daniel Baylog

Account Executive Order% Start Date **End Date**

Daniel Baylog 100%

0.00. 00.0 /0		
Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WBNX	%	
WDLI	%	
WEAO	%	
WGGN	%	
WJW	%	
WKYC	%	
WMFD	%	
WOAC	%	
WOIO	%	
WQHS	%	
WUAB	%	
WVIZ	%	
WVPX	%	

Market Value

Order Totals	6		Billing Plan								
Month	# of Spots Net Amount Gross Amount			Rating S	Start Date	End Date	# Spots	Net Amount G	ross Amount		
October 2012	56	\$64,982.50	\$76,450.00	0.00	10/01/12	10/28/12	56	\$64,982.50	\$76,450.00		
November 2012	15	\$20,740.00	\$24,400.00	0.00	10/29/12	11/03/12	15	\$20,740.00	\$24,400.00		
Totals	71	\$85,722.50	\$100,850.00	0.00							

									Tota	ıls
Ln Ch Start End	Inventory Code	Break	Start/End 7	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
N 1 WEWS 10/23/12 10/29/12	M-F GMC 6-7a	CM	6-7a	MTWTF	:30	6	\$850.00 P-2	0.00 NM	7	\$5,950.00
	M-F GMC 6-7a									
Start Date End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/22/12 10/28/12	- TWTF	6	\$850.00	0.00						
Week: 10/29/12 11/04/12	M	1	\$850.00	0.00						
N 2 WEWS 10/23/12 10/29/12		CM	7-9a	МГЖГБ	:30	8	\$900.00 P-2	0.00 NM	10	\$9,000.00





Contract / Revision 304829 Flight Dates 10/23/12-10/29/12 Hiatus Dates

<u>Original Date / Revision</u> 07/16/12/ 10/26/12 <u>Order Sep</u> 00:20:00

Advertiser Crossroads GPS Product Crossroads GPS. 10.23-10. Estimate # 1007

									Tota	als
Ln Ch S	tart End	Inventory Code	Break	Start/End 7	Γime Days	Len Sp	ots Rate Pri	Rtg Type S	pots	Amount
		M-F GMA 7-9a								
		M-F GMA 7-9a						_		
Start D	ate End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10/22/	10/28/12	- TWTF	8	\$900.00	0.00					
Week: 10/29/	12 11/04/12	M	2	\$900.00	0.00					
N 4 WEWS 10	/23/12 10/29/12	. M-F 1-2p	CM	1-2p	MTWTF	:30	5 \$850.00 P-1	0.00 NM	6	\$5,100.00
		M-F 1-2p								
Start D	ate End Date	Weekdays	Spots/Week	Rate	Rating			1		
Week: 10/22/2	10/28/12	- TWTF	5	\$850.00	0.00					
Week: 10/29/	12 11/04/12	M	1	\$850.00	0.00					
N 5 WEWS 10	/23/12 10/29/12	M-F 4-5p Dr. OZ	CM	4-5p	MTWTF	:30	4 \$1,000.00 P-2	0.00 NM	5	\$5,000.00
		M-F 4-5p Dr. Oz								
Start D	ate End Date	Weekdays	Spots/Week	Rate	Rating			I		
Week: 10/22/2	10/28/12	- TWTF	4	\$1,000.00	0.00					
Week: 10/29/2	12 11/04/12	M	1	\$1,000.00	0.00			- 1		
N 6 WEWS 10	/23/12 10/29/12	M-F 5-6p News	СМ	5-6p	MTWTF	:30	8 \$2,000.00 P-1	0.00 NM	9	\$18,000.00
		M-F 5-6p News								
Start D	ate End Date	Weekdays	Spots/Week	Rate	Rating			l		
Week: 10/22/2	10/28/12	- TWTF	8	\$2,000.00	0.00					
Week: 10/29/	12 11/04/12	M	1	\$2,000.00	0.00					
N 7 WEWS 10	/23/12 10/29/12	M-F 6-630p New	s CM	6-630p	MTWTF	:30	2 \$2,500.00 P-1	0.00 NM	3	\$7,500.00
		M-F 6-630p New	'S					l		
Start D	ate End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating					
Week: 10/22/2	10/28/12	- TW	2	\$2,500.00	0.00					
Week: 10/29/	12 11/04/12	M	1	\$2,500.00	0.00					
N 8 WEWS 10	/23/12 10/29/12	M-F 7-730p	CM	7-730p	MTWTF	:30	4 \$1,200.00 P-2	0.00 NM	9	\$10,800.00
		7-730p The List						l		
Start D	ate End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10/22/	10/28/12	- TWTF	8	\$1,200.00	0.00					
Spot Ch Da	te Range	<u>Description</u>	<u>Star</u>	t/End Time	W	/eekdays	Length Rate	Rtg Type		
4 VEWS 10/	/22/12-10/28/12	M-F 7-730p	7-73	80p	- "	TWThF	- :30 (\$1,200.00)	0.00 <i>NM</i>		
Credite										
[Adding	g this cash to bo	ttom of contract.]								
Week: 10/29/	12 11/04/12	M	2	\$1,200.00	0.00					
N 9 WEWS 10	/23/12 10/29/12	M-F 730-8P	CM	730-8p	MTWTF	:30	4 \$1,200.00 P-2	0.00 NM	5	\$7,300.00
		730-8p Let's Ask	America					ļ		
Start D	ate End Date	Weekdays	Spots/Week	Rate	Rating			ļ		
Week: 10/22/	10/28/12	- ТWГF	8	\$1,200.00	0.00					





Contract / Revision 304829 Flight Dates 10/23/12-10/29/12 Hiatus Dates

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Advertiser Crossroads GPS Product Crossroads GPS. 10.23-10. Estimate # 1007

						Tota	ls
Ln Ch Start End Inventory Code	Break Start/End Ti	me Days	Len Spots	Rate Pri	Rtg Type		Amount
N 9 WEWS 10/23/12 10/29/12 M-F 730-8P	CM 730-8p	MTWTF-	- :30	4 \$1,200.00 P-2	0.00 NM	5	\$7,300.00
730-8p Let's Ask Americ	ca						
Start Date End Date Weekdays Spots	/Week Rate	Rating					
Week: 10/22/12 10/28/12 - TWTF	8 \$1,200.00	0.00					
Spot Ch Date Range Description	Start/End Time			ength Rate	Rtg Type		
1 VEWS 10/22/12-10/28/12 M-F 730-8P	730-8p		- TWГhF	:30 (\$1,200.00)	0.00 <i>NM</i>		
Credited							
[Adding this cash to bottom of contract.]	700.0-		TUTL E	00/04 000 001	0.00 1/14		
2 VEWS 10/22/12-10/28/12 M-F 730-8P	730-8p		- TWThF	:30 (\$1,200.00)	0.00 /////		
Credited [Adding this cash to bottom of contract.]							
3 VEWS 10/22/12-10/28/12 M-F 730-8P	730-8p		- TWThF	:30 (\$1,200.00)	0.00 0///		
Credited	730-ор		- I WIIII	.30 (φ1,200.00)	0.00 /\/		
[Adding this cash to bottom of contract.]							
4 VEWS 10/22/12-10/28/12 M-F 730-8P	730-8p		- TWThF	:30 (\$1,200.00)	0.00 VM		
Credited	700 ор		1,1111	.σσ(φ1,2σσ.σσ)	0.00 /		
[Adding this cash to bottom of contract.]							
6 VEWS 10/22/12-10/28/12 M-F 730-8P	730-8p		- TWThF	:30 (\$1,200.00)	0.00 <i>NM</i>		
See MG 9.11,9.12	•			,			
[hra pol/p1]							
8 VEWS 10/22/12-10/28/12 M-F 730-8P	730-8p		- ТWГhF	:30 (\$1,200.00)	0.00 <i>NM</i>		
Credited							
[Adding this cash to bottom of contract.]							
9 VEWS 10/22/12-10/28/12 M-F 730-8P	730-8p		- TWThF	:30 (\$1,200.00)	0.00 <i>NM</i>		
Credited							
[Adding this cash to bottom of contract.]	7 700-		muml p	00 000000	0.00 NIM		
11 /EWS 10/22/12-10/28/12 M-F 7-730p	7-730p		- TWThF	:30 \$3,000.00	0.00 NM		
(f) MG for 16.2,9.6	0.0		G	00 070000	0.00 1114		
12 /EWS 10/27/12-10/27/12 Sa 6a-8a News	6-8a		Sa	:30 \$700.00	0.00 NM		
MG for 16.2,9.6	0 04 000 00	0.00					
Week: 10/29/12 11/04/12 M	2 \$1,200.00 Stort/End Time	0.00	Wookdovo I	anath Pata	Dta Tuno		
<u>Spot Ch Date Range Description</u> 5 VEWS 10/29/12-11/04/12 M-F 730-8P	Start/End Time 730-8p		Weekdays L	<u>ength</u> <u>Rate</u> :30 (\$1,200.00)	Rtg Type		
See MG 9.13,9.14	750-бр		IVI	.30[φ1,200.00)	0.00 14101		
[political]							
10 VEWS 10/29/12-11/04/12 M-F 730-8P	730-8p		M	:30 (\$1,200.00)	0.00 NM		
See MG 9.13,9.14				(, ,,			
[political]							
13 /EWS 10/29/12-11/04/12 Sa 6a-8a News	6-8a		Sa	:30 \$750.00	0.00 NM		
→ MG for 9.10,9.5							
14 /EWS 10/29/12-11/04/12 SA 7PM News	7-730p		Sa	:30 \$1,650.00	0.00 NM		
MG for 9.10,9.5							
N10 WEWS 10/23/12 10/29/12 M-F 1135p-1202a Night	© M 1135p-1207x	MTWTF-	- :30 4	4 \$1,000.00 P-2	0.00 NM	3	\$3,000.00
M-F 1135p-1202a Night	lir						
	/Week Rate	Rating					
Week: 10/22/12 10/28/12 - TWTF	4 \$1,000.00	0.00					
Spot Ch Date Range Description	Start/End Time				Rtg Type		
2 VEWS 10/22/12-10/28/12 M-F 1135p-1202a Nightline	e 1135p-1207x		- TWThF	:30 (\$1,000.00)	U.UU /V///		
Credited [Adding this cash to bottom of contract.]							
3 VEWS 10/22/12-10/28/12 M-F 1135p-1202a Nightline	9 1135p-1207x		- TWThF	:30 (\$1.000.00)	0.00 0///		
Credited	,			.σσίφ.,σσσ.σσ)	3.00 14141		
[Adding this cash to bottom of contract.]							
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Advertiser Crossroads GPS Product Crossroads GPS. 10.23-10. Estimate # 1007

							Tot	als
Ln Ch Start End	Inventory Code Brea	k Start/End T		Len Spo	ots Rate Pri	Rtg Type		Amount
N10 WEWS 10/23/12 10/29/12	M-F 1135p-1202a Nightl@M M-F 1135p-1202a Nightlir	1135p-1207	MTWTF	:30	4 \$1,000.00 P-2	0.00 NM	3	\$3,000.00
Start Date End Date	Weekdays Spots/Wee	k Rate	Rating					
Week: 10/29/12 11/04/12	M	1 \$1,000.00	0.00					
	<u>Description</u> <u>St</u> <i>M-F 1135p-1202a Nightline</i> 11	art/End Time 35n-1207x	_	<u>/eekdays</u>		Rtg Type		
See MG 10.6	WIT Troop 1202a Mightimo III	00p 1207X	111		.σσ(φ1,σσσ.σσ)	0.00 14111		
[hra/pol/p1]	NI 4405 40 0 4 5 4 44	05 40		C	00 04 000 00	0.00 1114		
6 VEWS 10/28/12-10/28/12 S	SU 1125p-12a Sports Extra 11	35p-12X		Sı	ı :30 \$1,000.00	0.00 NM		
N11 WEWS 10/23/12 10/29/12	M-SU 11-1135P Late Ne M	11-1135p	MTWTFSS	:30	5 \$3,000.00 P-1	0.00 NM	4	\$12,000.00
	M-SU 11-1135P Late New				***************************************			* :=,
<u>Start Date</u> <u>End Date</u> Week: 10/22/12 10/28/12	Weekdays Spots/Wee	_	Rating					
Week: 10/22/12 10/28/12 Week: 10/29/12 11/04/12	M	3 \$3,000.00 1 \$3,000.00	0.00 0.00					
N14 WEWS 10/28/12 10/28/12		8-9a	S	:30	2 \$900.00 P-1	0.00 NM	1	\$900.00
Start Data End Data	SU GMA 8-9A	lk Poto	Dating					
<u>Start Date</u> <u>End Date</u> Week: 10/22/12 10/28/12	Weekdays Spots/Wee	k Rate 2 \$900.00	Rating 0.00					
<u> </u>		art/End Time	W	<u>eekdays</u>		Rtg Type		
2 VEWS 10/22/12-10/28/12 S Credited	SU GMA 8-9A 8-	9a		Sı	ı :30 (\$900.00)	0.00 <i>NM</i>		
[Adding this cash to bot	tom of contract.]							
N15 WEWS 10/28/12 10/28/12	•	6-630p	S	:30	2 \$1,600.00 P-1	0.00 NM	2	\$3,200.00
Start Data End Data	SU 6-630p News Weekdays Spots/Wee	k Pata	Pating					
<u>Start Date</u> <u>End Date</u> Week: 10/22/12 10/28/12		k Rate 2 \$1,600.00	Rating 0.00					
N16 WEWS 10/29/12 10/29/12	•	630-7p	M	:30	1 \$2,500.00 P-1	0.00 NM	0	\$0.00
Start Date End Date	M-Su 630-7p WNT Weekdays Spots/Wee	k Pata	Pating					
Week: 10/29/12 11/04/12		<u>k Rate</u> 1 \$2,500.00	Rating 0.00					
		art/End Time	W	/eekdays		Rtg Type		
1 VEWS 10/29/12-11/04/12 N See MG 16.2	VI-SU 630-7P VVIVI 63	0-7p	M		:30 (\$2,500.00)	0.00 NIVI		
[N/A ON ENTRY]								
2 VEWS 10/29/12-10/29/12 N	M-Su 630-7p WNT 63	0-7p	M		:30 (\$2,500.00)	0.00 <i>NM</i>		
N17 WEWS 10/23/12 10/29/12	SA GMA 8-9a CM	8-9a	S-	:30	2 \$900.00 P-1	0.00 NM	2	\$1,800.00
0	SA GMA 8-9a		5					
<u>Start Date</u> <u>End Date</u> Week: 10/22/12 <u>10/28/12</u>	Weekdays Spots/Wee	<u>k Rate</u> 2 \$900.00	Rating 0.00					
Week: 10/29/12 11/04/12		0 \$0.00	0.00					
N18 WEWS 10/23/12 10/29/12	M-SU 11-1135P Late New M-SU 11-1135P Late New	11-1135p	M TF- S	:30	1 \$4,400.00 P-1	0.00 NM	1	\$4,400.00
Start Date End Date	Weekdays Spots/Wee	k Rate	Rating					
Week: 10/23/12 10/29/12	M TF- S	1 \$4,400.00	0.00					
N19 WEWS 10/23/12 10/29/12	•	11p-130x	S-	:30	1 \$2,500.00 P-1	0.00 NM	1	\$2,500.00
Start Date End Date	LN after Sports Weekdays Spots/Wee	k Rate	Rating					
Week: 10/22/12 10/28/12	S-	1 \$2,500.00	0.00					
Week: 10/29/12 11/04/12		0 \$0.00	0.00					

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<u>Contract / Revision</u> 304829 <u>Flight Dates</u> 10/23/12-10/29/12 <u>Hiatus Dates</u>

Advertiser Crossroads GPS Product Crossroads GPS. 10.23-10. Estimate # 1007

								Tota	ıls
Ln Ch Start End	Inventory Code	Break	Start/End T	ime Days	Len Spots	Rate Pri	Rtg Type	Spots	Amount
N20 WEWS 10/23/12 10/29/12	M-F 9-10a	CM	9-10a	M TF	:30 1	\$1,400.00 P-1	0.00 NM	1	\$1,400.00
	M-F 9-10a								
Start Date End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating					
Week: 10/23/12 10/29/12	M TF	1	\$1,400.00	0.00					
N21 WEWS 10/23/12 10/29/12	Sa 6a-8a News	СМ	6-8a	S-	:30 1	\$1,200.00 P-1	0.00 NM	1	\$1,200.00
	Sa 6-8a News								
Start Date End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10/22/12 10/28/12	S-	1	\$1,200.00	0.00					
Week: 10/29/12 11/04/12		0	\$0.00	0.00					
N22 WEWS 10/23/12 10/29/12	M-F GMA 7-9a	СМ	7-9a	M TF	:30 1	\$1,800.00 P-1	0.00 NM	1	\$1,800.00
	M-F GMA 7-9a								
Start Date End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10/23/12 10/29/12	M TF	1	\$1,800.00	0.00					

Totals 71\$100,850.00